



WEWS

ORDER

Print Date 10/23/12 Page 1 of 2

Flight Dates **10/24/12-10/29/12**

Contract / Revision **315641 /**
Original Date / Revision
 10/23/12 10/23/12
Advertiser **Brown / Democrat / Senate -**

Agency **Shorr Johnson Magnus**

Buying Contact

**1831 Chestnut Street
 Philadelphia, PA 19103**

Product
Friends of Sherrod Brown/DSCC 10

Agency Com 15%

Billing Contact

**1831 Chestnut Street
 Philadelphia, PA 19103**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **Week # 2 ADD**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
 Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share 100% Market Value 50450

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	20	\$35,700.00	\$42,000.00	0.00	10/01/12	10/28/12	20	\$35,700.00	\$42,000.00
November 2012	6	\$7,182.50	\$8,450.00	0.00	10/29/12	10/29/12	6	\$7,182.50	\$8,450.00
Totals	26	\$42,882.50	\$50,450.00	0.00					

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WEWS	10/24/12	10/29/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	M-WTF--	:30	2	\$700.00	P-2	0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---TF--	2		\$700.00		0.00						
Week:		10/29/12	11/04/12	M-----	1		\$700.00		0.00						
2	WEWS	10/24/12	10/29/12		CM	9-10a	M-WTF--	:30	2	\$850.00	P-1	0.00	NM	3	\$2,550.00



Hiatus Dates

Order Sep 00:20:00

Advertiser **Brown / Democrat / Senate** Product **Friends of Sherrod Brown/CE** Estimate # **Week # 2 ADD**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 9-10a											
				M-F 9-10a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	---TF--		2			\$850.00		0.00				
Week:		10/29/12	11/04/12	M-----		1			\$850.00		0.00				
3	WEWS	10/24/12	10/29/12	M-F 11-12p	CM	11a-12p	M-WTF--	:30	3	\$1,600.00	P-1	0.00	NM	4	\$6,400.00
				M-F 11-12p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	--WTF--		3			\$1,600.00		0.00				
Week:		10/29/12	11/04/12	M-----		1			\$1,600.00		0.00				
4	WEWS	10/24/12	10/29/12	M-F 5-6p News	CM	5-6p	M-WTF--	:30	3	\$1,200.00	P-2	0.00	NM	3	\$3,600.00
				M-F 5-6p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	--WTF--		2			\$1,200.00		0.00				
Week:		10/29/12	11/04/12	M-----		1			\$1,200.00		0.00				
5	WEWS	10/24/12	10/29/12	M-F 6-630p News	CM	6-630p	M-WTF--	:30	3	\$2,500.00	P-1	0.00	NM	4	\$10,000.00
				M-F 6-630p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	--WTF--		3			\$2,500.00		0.00				
Week:		10/29/12	11/04/12	M-----		1			\$2,500.00		0.00				
6	WEWS	10/24/12	10/29/12	Wednesday Prime B	CM	9-10p	--W----	:30	1	\$10,000.00	P-2	0.00	NM	1	\$10,000.00
				Wednesday Prime B											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	--W----		1			\$10,000.00		0.00				
Week:		10/29/12	11/04/12	-----		0			\$0.00		0.00				
E 7	WEWS	10/24/12	10/29/12	Wednesday Prime C	CM	10-11p	--W----	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
				Wednesday Prime C											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	--W----		1			\$5,000.00		0.00				
Week:		10/29/12	11/04/12	-----		0			\$0.00		0.00				
8	WEWS	10/24/12	10/29/12	M-F 1135p-1202a Nightlir	CM	1135p-1207x	M-WTF--	:30	3	\$1,600.00	P-1	0.00	NM	4	\$6,400.00
				M-F 1135p-1202a Nightlir											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	--WTF--		3			\$1,600.00		0.00				
Week:		10/29/12	11/04/12	M-----		1			\$1,600.00		0.00				
9	WEWS	10/24/12	10/29/12	SU GMA 8-9A	CM	8-9a	-----S	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
				SU GMA 8-9A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S		1			\$900.00		0.00				
Week:		10/29/12	11/04/12	-----		0			\$0.00		0.00				